

**2004/05
GRANT PROGRAM GUIDELINES
FOR
SERVICES FOR SMALL BUSINESSES IN A BOX
PROGRAM I**

**Application Deadline:
May 17, 2004**

**Funding Source:
Library Services and Technology Act**

California State Library

SERVICES FOR SMALL BUSINESSES IN A BOX PROGRAM I

I. INTRODUCTION

There are 2.5 million small businesses in California, which employ 50% of the state's workforce and generate more than half of its gross domestic product. These small businesses are crucial to California's economy, yet the overwhelming majority employ less than 10 people and consequently lack a corporate librarian.

This Services for Small Businesses in a Box – Program I seeks to address the information needs of business people by providing a "solution in a box" for public libraries: a package (database subscriptions, customizable Web pages and promotional materials, speakers for library programs, supplemental reference), training, and a small grant award for collection development and other purchases related to the program. In return, the library agrees to participate in the training events and involve the local business community in the project development and implementation.

II. STATEMENT OF PURPOSE

To improve public library services for small businesses.

Program Description

Public libraries may apply for participation in the Services for Small Businesses in a Box – Program I. Up to 40 public library jurisdictions will be selected from the applicants.

The California State Library will sponsor four training sessions for successful applicants between June 2004 and October 2004. Two of the training sessions will be conducted regionally (up to 6 sites depending upon the geographic distribution of the participating libraries) and a third will be a combination videoconference/Webcast; the format of the fourth one is still to be determined.

III. ELIGIBILITY

Eligible applicants are California public library jurisdictions. The applicant can designate the main library, a branch library, or the entire library jurisdiction as the facility providing the services.

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IV. AWARDS

Each successful applicant will receive:

- staff training, for one or more person per library
- two online database subscriptions, including remote access for library users (RDS Business Reference Suite; ReferenceUSA)
- 24/7 online access to reference service for small businesses (“Ask Now”)
- direct access to an expert business librarian for assistance with difficult reference questions
- promotional materials customizable for the library
- a Web page designer to create a Small Business Services page for the library's Web site
- up to four outside speakers to present seminars for people who own or work in small businesses
- a grant of \$3,000-\$6,000 for collection development and other purchases related to the program

V. OBLIGATIONS OF SUCCESSFUL APPLICANTS

- A. The applicant agrees to participate in training sessions totaling 4 days during 2004. A small fund for travel expenses, for those experiencing severe difficulty due to the location of a training session, will be available.
- B. The applicant agrees to involve the small business community in the development of the service plan, with such involvement encompassing:
 - one community meeting;
 - a pre-project survey and a post-project survey;
 - a community scan; and
 - the establishment of an advisory group.

Training for these activities is provided in the first training session; forms will also be provided for the scan and the survey.

- C. The applicant agrees to prepare and submit a plan for the mini-grant (\$3,000-\$6,000).
- D. The applicant agrees to submit quarterly project reports and a final report.
- E. The applicant agrees to incorporate the service into its ongoing service plan, insofar as possible, through such means as transfer-training on the

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subscription databases, renewal of the database subscriptions at the close of the grant-funded period, etc.

- F. The applicant agrees to give appropriate credit to the federal Library Services and Technology Act, administered in California by the State Librarian, for its support of the new service program.

VI. EVALUATION AND SELECTION

Applicants will be evaluated on the basis of the following criteria:

- Evidence of enthusiasm for the project in the library
- Potential for providing an alternative model for service delivery, such as an isolated area, a large urban center, a library serving a specific population group (for example, Latinos), etc.
- Commitment to providing improved services for small businesses
- Anticipated ability to continue the service program after the conclusion of the grant-funded period
- Geographic distribution of grant recipients insofar as possible

VII. TIMELINE

Applications must be received by the California State Library no later than 4:00 p.m. on **May 17, 2004**.

Awards will be announced on June 1, 2004.

Successful applicants will send one or more staff members to the first training session, held during the week of July 12-16, on conducting the local needs assessment (surveys, scans, etc.) and preparing the plan for the cash grant.

Successful applicants will have completed the local needs assessment and submitted a spending plan to the State Library by September 15, 2004.

The grant period will begin on October 1, 2004 and conclude on September 30, 2005.

VIII. APPLICATION PROCEDURES

- A. The application form must be completed and signed.

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- B. The library must certify compliance with the provisions of the Children's Internet Protection Act (CIPA). Read the Overview, follow the Public Library Guidelines, and complete Form A.
- C. Mail or deliver the grant application and CIPA certification to:

California State Library
ATTN: Services for Small Businesses in a Box
P.O. Box 942837
Sacramento, CA 94237-0001

(Delivery address: 900 N Street - Suite 500
Sacramento, CA 95814.
Tel: 916-653-7071)

- D. Five (5) copies of the application must be received by the California State Library no later than **4:00 p.m. on May 17, 2004**. One copy must be the original, containing the original signature.

IX. INFORMATION

For further information or consultative assistance, contact:

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P.O. Box 942837
Sacramento, CA 94237-0001

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